




# MIAMI BEACH

OFFICE OF THE CITY MANAGER  
NO. LTC # 309-2005

## LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission  
FROM: Jorge M. Gonzalez, City Manager   
DATE: December 19, 2005  
SUBJECT: BI-WEEKLY UPDATE

The purpose of this LTC is to provide you with an update describing some one the areas the Administration has recently been focusing on:

**Art Basel Miami Beach** – December 4, 2005 marked the close of Art Basel Miami Beach 2005. For the fourth consecutive year, the City enjoyed an incredibly successful event with a vast array of art, visitors and activities throughout various locations around the City.

**MB Magazine** – In an effort to bring the community more news and information about Miami Beach, the City has launched MB Magazine, a new bi-monthly, bi-lingual publication for residents. MB Magazine, published by the City's Office of Communications, will be mailed to all residents and three times per year will include the Recreation Review magazine which provides residents with information on Parks and Recreations programs.

**Building Official Assessment Center Process** — On December 8, 2005, the City conducted an Assessment Center Process at the Convention Center for the three finalists vying for the position of Building Director for the City of Miami Beach. A forum format allowed regular users of building services such as residents, internal customers, developers, employees, and other interested parties to meet, listen and question each of the candidates. Each group was able to provide their impression and feedback as to each of the candidates, and this information will be used by the City to narrow the field further and assist me in the selection of the City's next Building Official.

**Winter Wonderland Gala** — On December 10, 2005, the City hosted its 4<sup>th</sup> Annual City of Miami Beach Employee Recognition Holiday Celebration at the Scott Rakow Youth Center. Hundreds of employees and their families attended, and enjoyed all the amenities of the Youth Center including ice skating, bowling, games, and many other activities.

**Snow Party** — The Parks and Recreation Department hosted a "Snow Party" at the North Shore Park and North Beach Youth Center. Snow was brought in for children of all ages in our community to have the opportunity to frolic in the snow in Miami Beach.

**Convention Center Expansion** – On December 6, 2005, Executive staff met to discuss the next steps necessary to explore the Convention Center Expansion Project.

**Housing Authority** – I met with the Miami Beach Housing Authority to discuss possible development opportunities for land owned by the Housing Authority on 17<sup>th</sup> Street as well as City-owned land in North Beach.

**Major Events Plan (MEP)** — The City of Miami Beach continues to work on plans for New Year's Celebration throughout the City as well as several major events taking place in the first quarter of 2006.

**North Beach Development Corporation** — I met with representatives of the North Beach Development Corporation on December 9, 2005 to discuss several opportunities and issues in the area of North Beach.

**Cirque du Soleil** — Staff and I continue to meet with various representatives associated with Cirque du Soleil to further discuss the proposed project and the various efforts that need to be undertaken in dealing with the proposal.

**Neighborhood Leadership Academy Alumni Association** — I met with graduates of the City's Neighborhood Leadership Academy to receive their feedback on the City's Emergency/Hurricane Preparedness Plan and on the City's recovery efforts post Hurricane Wilma.

**Tuesday Morning Breakfast Club** — On December 13, 2005, I was invited to speak at the Tuesday Morning Breakfast Club at David's II Café. I answered questions from residents regarding Cirque du Soleil, Emergency/Hurricane Preparedness, Hurricane Clean Up, GO Bond Project updates, and a variety of other issues.

**Ad Hoc Committee Appointments** — Each Commissioner has the ability to make one appointment to the Hurricane Taskforce and two appointments to the Condominium Reform Taskforce. Please provide Robert Parcher, City Clerk, with your individual appointments in order to begin scheduling meetings.

**New World Symphony Expansion Project** — On December 12 and 16, 2005, I met with Howard Herring for New World Symphony as well as City staff in a continued effort to discuss the design and funding for the project.

**Labor Relations** — Staff continues to work on the CWA Union contract that will be presented to union members for a ratification vote.

**Public Area Cleanliness Index and Assessment Program** — On December 15, 2005, I met with staff to discuss the first quarter of the Public Area Cleanliness Index and Assessment Program. Driven by a need to address a Citywide strategic priority for improving cleanliness, the City of Miami Beach developed the Public Area Cleanliness Index - a set of standards used to measure and report the cleanliness of the City's public areas. Working collectively, the Parking, Parks and Recreation, Office of Budget and Performance Improvement, and the Public Works / Sanitation departments, developed this innovative assessment program using best practices from various national and international municipalities and organizations. On a quarterly basis, areas of assessment will include all parks and parking lots as well as a random, statistically valid sample of streets/sidewalks, waterways, and beaches. The results of the assessments will be used to monitor initiatives, target future improvements, and make more efficient use of available resources.

If you have any questions or need additional information, please feel free to contact me.

JMG/dm

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